

## Message Text

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E.O. 11652: N/A

TAGS: BEXP, VE

SUBJECT: MARKET RESEARCH THEME SPECIFICATIONS

HERE ARE FIRST TWO THEME SPECIFICATIONS FOR VENEZUELA SIX  
THEME MARKET RESEARCH STUDY: (EACH IS TO BE MADE A PART OF  
THE MARKET RESEARCH SPECIFICATIONS FORWARDED TO POST 12  
APRIL 76.)

### I. PETROCHEMICAL/CHEMICAL REFINING AND PROCESSING

THIS MARKETING PROFILE IS TO INCLUDE ALL COMMERCIALY IM-  
PORTANT PETROLEUM AND NATURAL GAS REFINING/HANDLING, AS  
WELL AS CHEMICAL/PETROCHEMICAL PROCESSING ACTIVITIES IN  
VENEZUELA.

THE RESEARCH MUST INCLUDE THE FOLLOWING SUB-SECTORS:

-- 1. REFINING AND HANDLING OF PETROLEUM, NATURAL GAS AND  
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THEIR BY-PRODUCTS (INCLUDING PREPARATION AND HANDLING OF  
LIQUID NATURAL GAS)

-- 2. AGRICULTURAL CHEMICALS (E.G., FERTILIZERS AND

INSECTICIDES)

-- 3. BASIC PLASTICS AND SYNTHETIC FIBRES.

-- 4. PAINTS AND VARNISHES

-- 5. PHARMACEUTICALS AND/OR FINE CHEMICALS

-- 6. OTHER CHEMICAL PRODUCTS SUCH AS BASIC INDUSTRIAL CHEMICALS, ADHESIVES, SOAP, DETERGENTS, PRINTING INK, EXPLOSIVES, ETC. (THE DESCRIPTION OF THESE ITEMS MAY BE TABULATED AND DISCUSSED AS A WHOLE, BUT MEASURES OF THEIR ACTIVITY, SUCH AS NUMBER OF FIRMS, PRODUCTION VOLUME, AND SIZE IN APPROXIMATE EMPLOYMENT AND/OR CAPITAL INVESTMENT WHERE PERTINENT MUST BE LISTED SEPARATELY).

IT IS NOT NECESSARY TO PREPARE COMPLETE PROFILES ON EACH OF THE ABOVE SUB-SECTORS; HOWEVER, EACH SHOULD BE DISCUSSED, REPORTED AND/OR TABULATED SEPARATELY AS APPROPRIATE IN RESPONSE TO ALL SECTIONS OF PART 2 OF THE MARKET RESEARCH SPECIFICATIONS.

TRADE STATISTICS

ALL AVAILABLE, OFFICIAL TRADE STATISTICS RELATING TO CAPITAL EQUIPMENT USED BY THE PETROLEUM REFINING AND CHEMICAL/PETROCHEMICAL PROCESSING INDUSTRIES ARE CLASSIFIED IN GROUPS WHICH ARE MUCH MORE INCLUSIVE THAN ITEMS APPLIED ONLY TO THOSE INDUSTRIES. THEREFORE, CONSIDERABLY MORE EVALUATION OF TRADE STATISTICS IS NECESSARY FOR THIS SECTOR PROFILE THAN IS THE CASE FOR OTHER SECTORS IN THIS SURVEY.

THE TRADE STATISTICS WHICH SHOULD BE CONSIDERED IN DETERMINING MARKET SIZE, TRENDS AND SHARES FOR THIS SECTOR PROFILE INCLUDE BUT ARE NOT LIMITED TO THE FOLLOWING SITC NUMBERS AND CORRESPONDING BTN CLASSIFICATIONS:  
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- 1. SITC 719.21 PUMPS FOR LIQUIDS
- 2. SITC 719.22 PUMPS FOR GASES
- 3. SITC 719.23 CENTRIFUGES, FILTERING AND PURIFYING EQUIPMENT FOR LIQUIDS AND GASES (NON-DAIRY)
- 4. SITC 719.92 VALVES, TAPS AND SIMILAR EQUIPMENT
- 5. SITC 719.19 INDUSTRIAL HEATING AND COOLING EQUIPMENT, NES (INCLUDING EQUIPMENT FOR TREATMENT OF CHEMICALS IN PROCESSING)
- 6. SITC 719.31 LIFTING AND LOADING MACHINERY
- 7. SITC 729.52 MEASURING AND CONTROL INSTRUMENTATION (INCLUDING INDUSTRIAL PROCESS CONTROL TYPES)
- 8. SITC 861.97 GAS AND LIQUID CONTROL INSTRUMENTS, NES

(INCLUDING INDUSTRIAL PROCESS CONTROL TYPES)

-- 9. SITC 861.98 INSTRUMENTS, NON-ELECTRIC, NON-MECHANICAL, NES (INCLUDING INDUSTRIAL CONTINUOUS PROCESS CONTROL TYPES)

--10. SITC 5 CHEMICALS (IN AVAILABLE DETAIL)

IN REPORTING AND TABULATING MARKET SIZE, TRENDS AND MARKET SHARE DATA AS REQUIRED IN PART 2 OF THE SPECIFICATIONS, THE STATISTICS UNDER THE ABOVE CATEGORIES MAY BE GROUPED AS FOLLOWS:

-- 1. PUMPS FOR CHEMICAL/PETROCHEMICAL REFINING AND PROCESSING

-- 2. SEPARATION AND FILTERING EQUIPMENT FOR CHEMICAL/PETROCHEMICAL REFINING AND PROCESSING

-- 3. VALVES, TAPS AND SIMILAR EQUIPMENT FOR REFINING AND PROCESSING

-- 4. OTHER MACHINERY AND EQUIPMENT FOR CHEMICAL/PETROCHEMICAL REFINING AND PROCESSING

-- 5. CONTROL AND MEASURING INSTRUMENTS FOR REFINING AND PETROCHEMICAL PROCESSING

-- TOTAL  
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CHEMICALS: SEPARATE TABULATIONS AND DISCUSSIONS SHOULD BE PROVIDED AS APPROPRIATE ON BASIC AND INTERMEDIATE CHEMICAL PRODUCTS ON THE LEVEL OF DETAIL AVAILABLE.

SUGGESTED PRODUCT, TECHNOLOGY AND SERVICE TERMINOLOGY

TERMINOLOGY REPORTED SHOULD BE THAT WHICH IS SPECIFICALLY EXPRESSED IN TRADE INTERVIEWS FOR PRODUCTS, TECHNOLOGY AND SERVICES HAVING GOOD MARKET POTENTIAL RATHER THAN TRADE STATISTICS CLASSIFICATION TERMINOLOGY. PRODUCT AND TECHNOLOGY LISTINGS MAY BE SEGREGATED INTO EITHER USER HEADINGS (E.G., PETROLEUM REFINING EQUIPMENT AND TECHNOLOGY, PETROCHEMICAL PROCESSING EQUIPMENT AND TECHNOLOGY, CONTROL INSTRUMENTATION FOR PETROCHEMICAL PROCESSING, ETC.) OR PRODUCT CATEGORIES (E.G., CONTROL VALVES, CHEMICAL PUMPS, CHEMICAL SEPARATION SYSTEMS AND TECHNOLOGY, ETC.) WHICH EVER IS MOST APPROPRIATE BASED ON TRADE INTERVIEWS. LISTINGS SHOULD ALSO BE ACCOMPANIED BY AN INDICATION OF WHERE THE MAJOR POTENTIAL EXISTS, SUCH AS FOR PETROLEUM

REFINING DEVELOPMENT PROJECTS, LIQUID NATURAL GAS PROCESSING EQUIPMENT AND TECHNOLOGY, TYPE OF PETROCHEMICAL DEVELOPMENT PROJECT, (FERTILIZER, ARTIFICIAL FIBER) OR

SPECIFIC PLANT DEVELOPMENT PROJECT, IF APPROPRIATE.

EXAMPLES OF PRODUCTS AND TECHNOLOGY TO BE LISTED AND BRIEFLY DISCUSSED IN THIS SECTION WOULD BE PARTICULAR TYPES AND SIZES OF CHEMICAL FEEDER PUMPS, CONTROL VALVES, SEPARATION SYSTEMS, ENTIRE PROCESS SYSTEMS, PROCESS CONTROL INSTRUMENTATION AND/OR TECHNOLOGY, AND SPECIFIC TYPES OF BASIC OR INTERMEDIATE CHEMICALS, FEEDSTOCKS, AND PRODUCTS.

IT SHOULD ALSO BE MENTIONED THAT ANY TRADE INTERVIEW PRODUCT RECOMMENDATIONS FOR ITEMS WHICH MAY NOT BE INCLUDED IN TRADE STATISTICS CLASSIFICATIONS, SUCH AS PROCESS CONTROL COMPUTER SYSTEMS (AND TECHNOLOGY) FOR REFINERY OR CHEMICAL PROCESSING SHOULD ALSO BE LISTED IN THIS SECTION.

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## II. TELECOMMUNICATIONS

DEFINITION. THIS MARKETING SECTOR IS TO INCLUDE ALL TELECOMMUNICATIONS SYSTEMS IN VENEZUELA, BOTH PUBLIC AND PRIVATE. THE STRUCTURE OF THE VARIOUS TELECOMMUNICATIONS SYSTEMS IN VENEZUELA SHOULD BE DESCRIBED IN SUFFICIENT DETAIL TO PERMIT AN EVALUATION OF EACH AS A MARKET FOR EQUIPMENT, TECHNOLOGY AND SERVICES FROM ABROAD. MARKET RESEARCH ON TELECOMMUNICATIONS EQUIPMENT WAS CONDUCTED BY THE DEPARTMENT OF COMMERCE IN 1975 IN VENEZUELA, AND THIS RESEARCH WILL BE MADE AVAILABLE TO THE CONTRACTOR AS A SOURCE OF DATA WHICH MAY BE DRAWN UPON IN PREPARING THIS SECTOR REPORT. THE ROLE OF NATIONAL MINISTRIES, PROVINCIAL OR LOCAL AUTHORITIES IN COMMUNICATIONS DEVELOPMENT PROGRAMS AS WELL AS PROCUREMENT OF EQUIPMENT AND TECHNOLOGY MUST BE DESCRIBED IN THE APPROPRIATE PROFILE SECTION.

THIS SECTOR COMPRISES TWO SUBSECTORS, EACH OF WHICH SHOULD BE REPORTED ON SEPARATELY IN RESPONSE TO PART 2 OF THE SPECIFICATIONS. THE SUBSECTORS AND ACTIVITIES THEY ENCOMPASS ARE:

-- A. LAND-LINE COMMUNICATIONS SYSTEMS (INCLUDING PUBLIC TELEPHONE, POST AND TELEGRAPH AND TELETYPE SYSTEMS).

-- B. ELECTRONIC TELECOMMUNICATIONS SYSTEMS (INCLUDING PUBLIC RADIO AND TELEVISION BROADCASTING SYSTEMS, PUBLIC MICRO-WAVE SYSTEMS, MILITARY TELECOMMUNICATIONS SYSTEMS,

POLICE AND MUNICIPAL TELECOMMUNICATIONS SYSTEMS, AND INDUSTRIAL, COMMERCIAL OR PRIVATE TELECOMMUNICATIONS SYSTEMS, SUCH AS MOBILE, STATIONARY AND MARINE EQUIPMENT USED BY INDUSTRIES, TRANSPORTATION COMPANIES, FORESTRY, MINING AND PETROLEUM AND MARINE FISHING COMPANIES).

THE DISCUSSION OF THE SECTOR AS A MARKET, AND THE BALANCE OF THE SECTOR REPORT MAY BE INTEGRATED, BUT EACH SUB-SECTOR AND ITS PRINCIPAL ACTIVITIES SHOULD BE BRIEFLY DISCUSSED, REPORTED ON AND/OR TABULATED WITHIN EACH INTEGRATED SECTION OF THE REPORT.

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ED SECTION OF THE REPORT.

#### TRADE STATISTICS

TRADE STATISTICS WHICH SHOULD BE CONSIDERED IN DETERMINING MARKET SIZE, TRENDS AND SHARES FOR THIS SECTOR PROFILE INCLUDE THE FOLLOWING SITC NUMBERS AND CORRESPONDING BTN CLASSIFICATIONS:

- 1. SITC 724.1 TELEVISION RECEIVERS
- 2. SITC 724.2 RADIO RECEIVERS
- 3. SITC 724.91 LINE TELEPHONE AND SIMILAR EQUIPMENT
- 4. SITC 724.92 MICROPHONE, LOUDSPEAKER AND AMPLIFIER EQUIPMENT -
- 5. SITC 724.99 OTHER TELECOMMUNICATIONS EQUIPMENT, NES
- 6. SITC 729.5 ELECTRICAL MEASURING AND CONTROL INSTRUMENTS (INCLUDING MOST INSTRUMENTS FOR TESTING RADIO AND COMMUNICATIONS CIRCUITS).
- 7. SITC 729.3 TRANSISTORS AND ELECTRONIC VALVES
- 8. SITC 729.95 ELECTRIC/ELECTRONIC CONDENSORS
- 9. SITC 861.99 PARTS AND ACCESSORIES FOR ELECTRIC/ELECTRONIC INSTRUMENTS (INCLUDING PARTS AND ACCESSORIES FOR TESTING RADIO AND COMMUNICATIONS CIRCUITS).
- 10. SITC 719.8 OTHER MACHINES NON-ELECTRIC (INCLUDING MACHINERY FOR PRODUCTION AND ASSEMBLY OF ELECTRONIC COMPONENTS).

IN REPORTING AND TABULATING MARKET SIZE, TRENDS AND MARKET SHARE DATA AS REQUIRED IN PART 2 OF SECTOR SPECIFICATIONS, THE STATISTICS UNDER THE ABOVE CATEGORIES MAY BE GROUPED AS FOLLOWS:

- 1. LAND-LINE COMMUNICATIONS EQUIPMENT
- 2. ELECTRONIC TELECOMMUNICATIONS EQUIPMENT
- 3. COMMUNICATIONS AND ELECTRONICS TESTING AND CONTROL -
- 4. ELECTRONIC COMPONENTS

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-- 5. ELECTRONIC PRODUCTION EQUIPMENT

-- 6. CONSUMER RADIO AND TELEVISION EQUIPMENT

-- 7. TOTAL

SUGGESTED PRODUCT, TECHNOLOGY AND SERVICE TERMINOLOGY

TERMINOLOGY REPORTED SHOULD BE THAT WHICH IS SPECIFICALLY EXPRESSED IN TRADE INTERVIEWS FOR PRODUCTS, TECHNOLOGY AND SERVICES HAVING GOOD MARKET POTENTIAL RATHER THAN TRADE STATISTICS CLASSIFICATION TERMINOLOGY. PRODUCT LISTINGS SHOULD BE SEGREGATED INTO APPROPRIATE USE HEADINGS SUCH AS LAND-LINE COMMUNICATIONS EQUIPMENT; MICRO-WAVE COMMUNICATIONS EQUIPMENT; MOBILE AND STATIONARY INDUSTRIAL, COMMERCIAL AND GOVERNMENTAL TELECOMMUNICATIONS EQUIPMENT (INCLUDING MILITARY AND MARINE EQUIPMENT); RADIO BROADCASTING RECEIVING EQUIPMENT; TELEVISION TRANSMISSION/RECEIVING EQUIPMENT; INSTRUMENTATION FOR TESTING AND CONTROLLING COMMUNICATIONS CIRCUITS.

EXAMPLES OF PRODUCTS TO BE LISTED WITHIN APPROPRIATE USE HEADINGS WOULD BE PARTICULAR TYPES OF MICRO-WAVE COMMUNICATIONS SYSTEMS, MOBILE OR MARINE RADIO UNITS, LAND-LINE COMMUNICATIONS SYSTEMS, COMPONENTS, PRODUCTION, OR TESTING EQUIPMENT FOR SPECIFIC USES, ETC.

TECHNOLOGY LISTINGS SHOULD INCLUDE INDICATION OF WHETHER THE NEED IS RELATED TO A SPECIFIC DEVELOPMENT PROJECT OR TO THE SECTOR AS A WHOLE.SISCO

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